

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

STARRED QUESTION NO:77

ANSWERED ON:06.12.2004

SHARE OF INDIA IN WORLD TOURISM

Prasad Shri Hari Kewal;Rana Shri Kashi Ram

Will the Minister of TOURISM be pleased to state:

- (a) whether India has got only half percent share in the world tourism;
- (b) if so, the reasons therefor;
- (c) whether the Government proposes to take any steps to promote tourism in the country; and
- (d) if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (SMT. RENUKA CHOWDHURY)

(a), (b), (c) and (d): A statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION No.+77 ANSWERED ON 06.12.2004 REGARDING SHARE OF INDIA IN WORLD TOURISM.

(a): The share of India in world tourist arrivals during the year 2003 was 0.39 per cent.

(b): The main competitive constraints facing the tourism sector are of the security scenario in the region that affect the perception of India as a safe and secure destination, facilitation of entry to India by international tourists, the multiplicity of high level of taxation, restrictive land use policies that limit the availability of suitable land for tourism development, shortage of air seat capacity during peak tourist season, etc.

(c) and (d): The Ministry of Tourism, Government of India has taken a number of steps to promote tourism in the country, like:-

- ? Positioning and maintaining tourism development as a national priority activity;
- ? Enhancing and maintaining the competitiveness of India as a tourism destination;
- ? Improving India's existing tourism products and expanding these to meet new market requirements;
- ? Creation of world class infrastructure;
- ? Special thrust to rural and small segment tourism;
- ? Development of tourism circuits

In addition, the Government is also implementing the following measures to attract more foreign tourists to India:

- ? Direct approach to the consumers through Electronic and Print media through the 'Incredible India' Campaign.
- ? Creation of World Class Collaterals.
- ? Centralized Electronic Media Campaign.
- ? Direct co-operative marketing with tour operators and wholesalers overseas.
- ? Greater focus in the emerging markets particularly in the region of China, North East Asia and South East Asia.
- ? Participation in Trade Fairs & Exhibitions
- ? Optimizing Editorial PR and Publicity.
- ? Use of Internet and web marketing.
- ? Generating Tourist Publications.
- ? Re-enforcing hospitality programmes including grant of air passages to invite the media personnel, tour operators on familiarization tours to India to get first hand knowledge on various tourism products.
- ? Launching of Road Shows in key source markets of Europe.

